

## WHAT IS CLAIMED IS:

1. A liquid crystal display device comprising:

a back light assembly that generates a first light;

5 a liquid crystal display panel including an upper substrate, a lower substrate facing the upper substrate, and a liquid crystal layer interposes between the upper substrate and the lower substrate, the liquid crystal display panel receiving the first light generated from the back light assembly to display an image;

a first polarizing plate disposed on the upper substrate;

10 a selective reflection polarizing plate disposed on the first polarizing plate, the selective reflection polarizing plate selectively reflecting an external light; and

a second polarizing plate disposed on the lower substrate.

2. The liquid crystal display device of claim 1, wherein the second  
15 polarizing plate polarizes the first light generated from the back light assembly, and the first polarizing plate analyzes a second light that passes through the liquid crystal display panel.

3. The liquid crystal display device of claim 1, wherein the selective  
20 reflection polarizing plate reflects a portion of the external light, the portion being above 50%.

4. The liquid crystal display device of claim 1, wherein the upper  
substrate includes color filters arranged in a matrix shape, and black matrix disposed  
25 between the color filters.

5. The liquid crystal display device of claim 4, wherein the black matrix comprises one selected from the group consisting of aluminum (Al), aluminum alloy, chromium (Cr), titanium (Ti), tantalum (Ta) and a mixture thereof.

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6. The liquid crystal display device of claim 1, wherein a first polarizing axis of the first polarizing plate is substantially parallel with a polarizing plate of the selective reflection polarizing plate.

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7. The liquid crystal display device of claim 1, wherein a first polarizing axis of the first polarizing plate is substantially perpendicular to a second polarizing axis of the second polarizing plate.

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8. The liquid crystal display device of claim 1, wherein a first polarizing axis of the first polarizing plate is substantially parallel with a second polarizing axis of the second polarizing plate.

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9. The liquid crystal display device of claim 1, wherein the selective reflection film corresponds to a linear selective reflection film.

10. The liquid crystal display device of claim 9, wherein the linear selective reflection film is a dual brightness enhancement film.

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11. The liquid crystal display device of claim 1, wherein the selective reflection film corresponds to a circular selective reflection film.

12. The liquid crystal display device of claim 11, wherein the circular selective reflection film is a cholesteric liquid crystal polarizer.

5 13. A method of manufacturing a liquid crystal display device comprising:

forming a liquid crystal display panel including an upper substrate, a lower substrate facing the upper substrate, and a liquid crystal layer interposes between the upper substrate and the lower substrate;

10 attaching a first polarizing plate on the upper substrate;  
attaching a second polarizing plate on the lower substrate; and  
attaching a selective reflection polarizing plate on the first polarizing plate, the selective reflection polarizing plate selectively reflecting an external light.

15 14. The method of claim 13, wherein the second polarizing plate polarizes a first light generated from the back light assembly, and the first polarizing plate analyzes a second light that passes through the liquid crystal display panel.

20 15. The method of claim 13, wherein the selective reflection polarizing plate reflects a portion of the external light, the portion being above 50%.

16. The method of claim 13, wherein the upper substrate includes color filters arranged in a matrix shape, and black matrix disposed between the color filters.

25 17. The method of claim 16, wherein the black matrix comprises one

selected from the group consisting of aluminum (Al), aluminum alloy, chromium (Cr), titanium (Ti), tantalum (Ta) and a mixture thereof.

18. The method of claim 13, wherein a first polarizing axis of the first  
5 polarizing plate is substantially parallel with a polarizing plate of the selective reflection polarizing plate.

19. The method of claim 13, wherein a first polarizing axis of the first  
polarizing plate is substantially perpendicular to a second polarizing axis of the  
10 second polarizing plate.

20. The method of claim 13, wherein a first polarizing axis of the first  
polarizing plate is substantially parallel with a second polarizing axis of the second  
polarizing plate.

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21. The method of claim 13, wherein the selective reflection film  
corresponds to a linear selective reflection film.

22. The method of claim 21, wherein the linear selective reflection film is  
20 a dual brightness enhancement film.

23. The method of claim 13, wherein the selective reflection film  
corresponds to a circular selective reflection film.

25 24. The method of claim 23, wherein the circular selective reflection film

is a cholesteric liquid crystal polarizer.